



PV Market Report – Acme Solar LLC

This report has been created to assist you in benchmarking your company’s performance against the broader solar market in *California*. The values below were generated by statistically analyzing the survey responses of your PV customers and comparing them to the responses from all other partnering PV installation companies in *California*. To maintain confidentiality we are not able to the names of the other partnering PV installation companies or provide you with responses from individual consumers.

1. What customers are saying about your company

Leads in the solar industry are driven by referrals—and referrals come from happy customers! The section below shows the how the loyalty of your customers compares to the market as a whole using three metrics: Net Promotion Score (NPS), Lead-to-Sale Conversion, and willingness of customers to be contacted again

	<i>Your Company</i>				Rest of Market			
	2012	2013	2014	All Years	2012	2013	2014	All Years
Net Promoter Score (NPS) ¹	7.1	7.3	7.8	7.4	6.2	6.1	6.3	6.2
Lead-to-Sale conversion	4%	6%	8%	6%	5%	5%	6%	5%
Lost sales willing to be contacted again	5%	8%	25%	10%	5%	2%	35%	20%

¹ “On a scale 0-10, how willing would you be to recommend [your installer] to a friend or family member?”

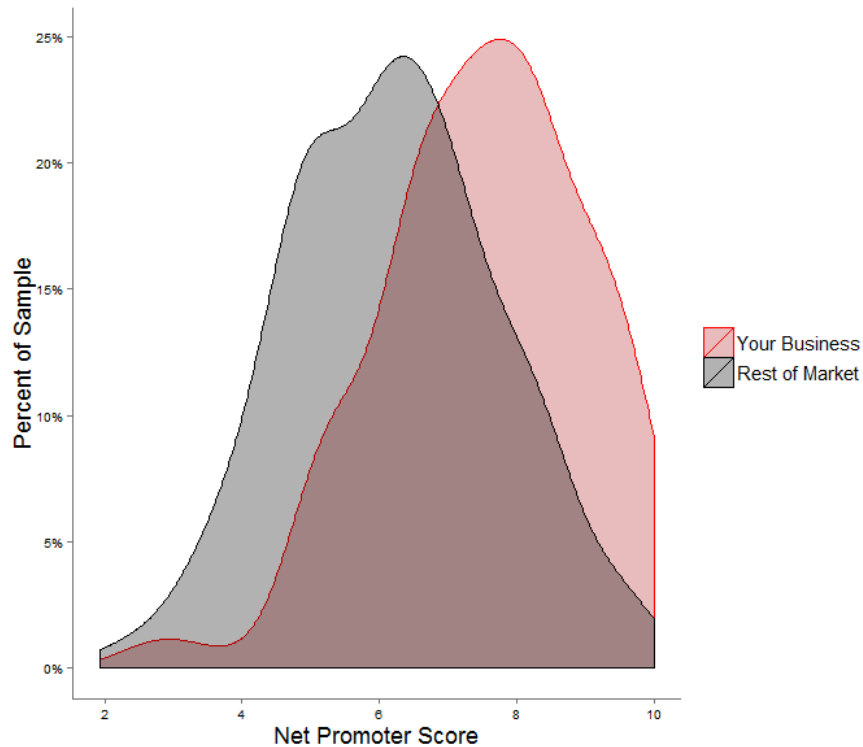


Fig.1: Distribution of your Net Promoter Score for all customers as compared to the rest of market

2. Who are your customers?

Understanding who your customers are improves your ability to target the customer segments that have been successful sales in the past. Next we show who your customers are—their age, income, education, and household size, and compare your customer base to the rest of the market

	Your Customers				Average Solar Customer			
	2012	2013	2014	All Years	2011	2012	2013	All Years
Sample (n)	35	72	120	120	-	-	-	
Household income (\$)	124,500	124,500	124,500	124,500	137,000	137,000	137,000	137,000
Household size	2.2	2.2	2.2	2.2	3.4	3.4	3.4	3.4
Age (head of household)	64	64	64	64	57	57	57	57
% Retired	60	60	60	60	40	40	40	40
Median education	Masters	Masters	Masters	Masters	Bachelors	Bachelors	Bachelors	Bachelors

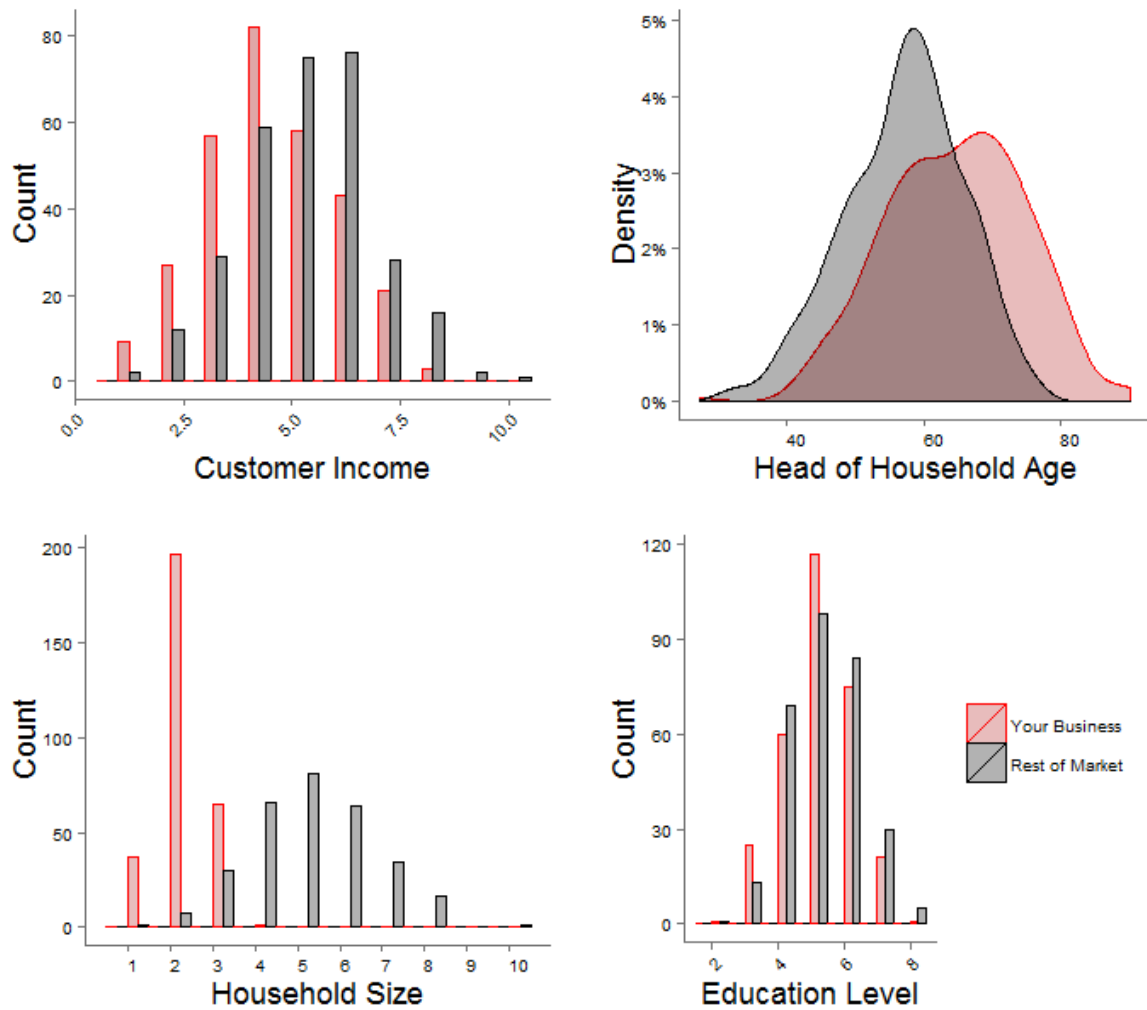


Figure 2. Distribution of demographic characteristics for your business as compared to the market

3. PV System Characteristics

How do the systems installed by your company compare to market averages? Where are potential growth areas?

	Your Company				All Companies			
	2011	2012	2013	All Years	2011	2012	2013	All Years
System price (\$/W) – host owned ²	5.3	5.3	5.3	5.3	4.7	4.7	4.7	4.7
System price ¹ (\$/W) – leased	3.2	3.2	3.2	3.2	3.0	3.0	3.0	3.0
Fraction of leased projects (%) ³	60	60	60	60	75	75	75	75
Fraction of host-owned projects (%)	40	40	40	40	25	25	25	25

² PV system price (before incentives) for host-owned customers

³ Percentage of customers choosing leasing options over time (includes projects where equipment is leased and solar electricity is sold through a power purchase agreement).

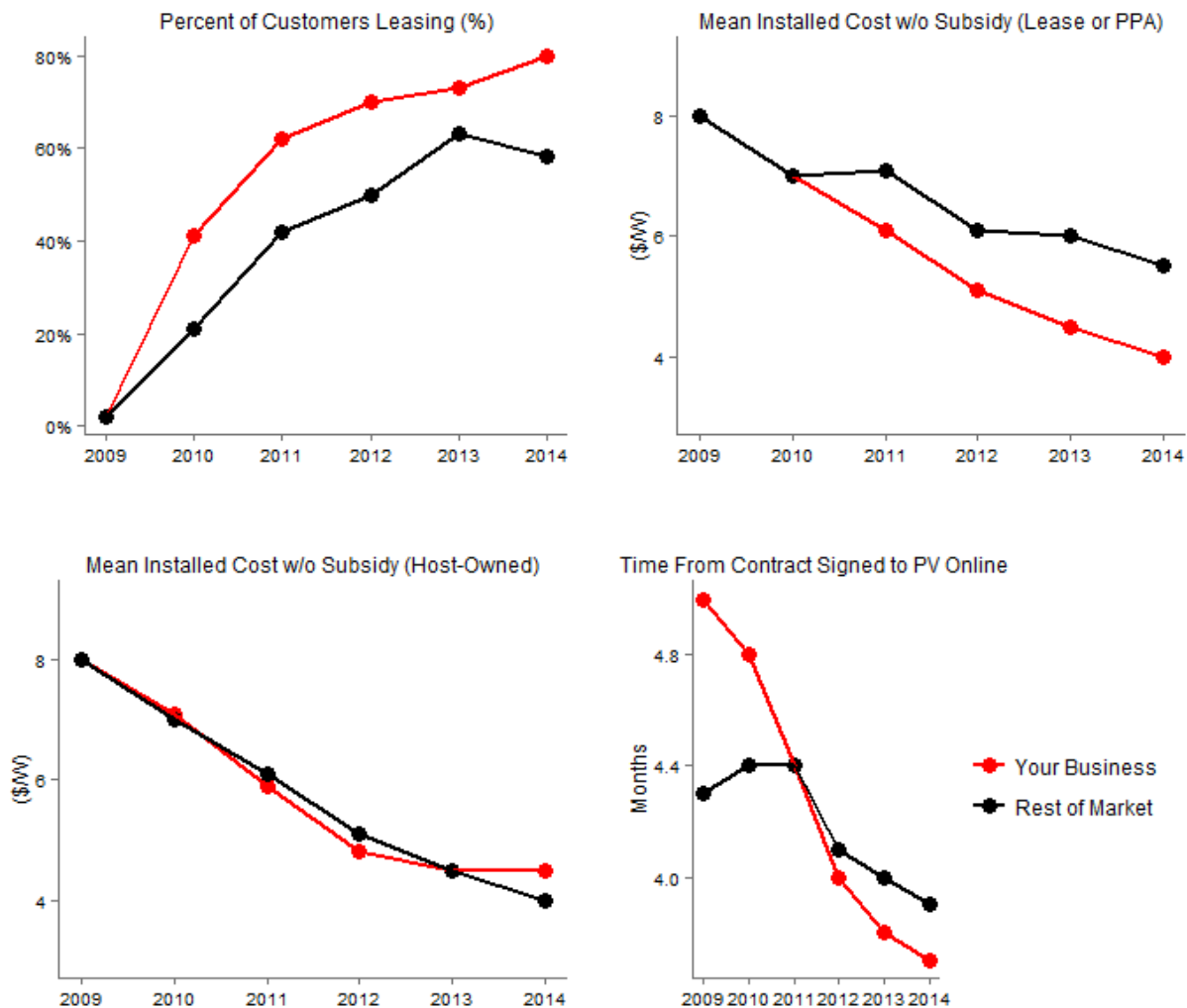


Figure 3. Time trends of system characteristics for your business as compared to the market

4. Competition with other installers

In the section below we examine how well you are competing with other installer in your area. This includes measures such as number of quotes sought by the customer, promised monthly savings, and promised payback, and time from consideration to adoption

Your Company			All Companies	
Number of Price Quotes Sought by the Customer	Percent of Adopters	Conversion Rate	Percent of Adopters	Conversion Rate
1	20%	7%	25%	2%
2	32%	8%	30%	4%
3	28%	3%	34%	7%
4	15%	2%	18%	8%
4+	5%	3%	3%	10%

Promised Monthly Savings from Solar Company	Conversion Rate for Your Company	Conversion Rate for All Companies
0%	20%	7%
1-5%	32%	4%
5-10%	28%	9%
11-15%	15%	10%
15+%	5%	5%

Promised Payback Period (point at which customers will break even)	Conversion Rate for Your Company	Conversion Rate for All Companies
< 1 year	10%	8%
1-3 years	8%	7%
3-6 years	6%	6%
6-10 years	4%	5%
10+ years	2%	2%

Customers are known to take a lot of time to deliberate on their decision to adopt solar. Below we show the distribution of the amount of time it takes to close a deal—from customer consideration to adoption and compare your business to the rest of the market.

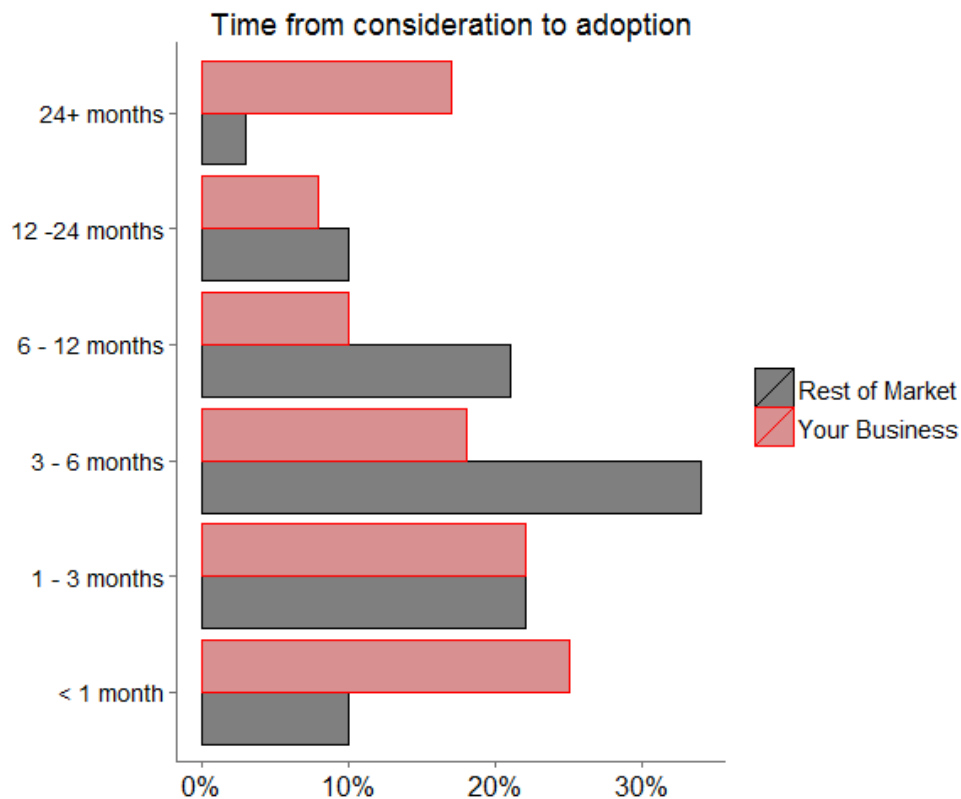


Figure 4. Time trends of system characteristics for your business as compared to the market

5. Insights from lost leads

To increase sales lead conversion, savvy professionals must understand the reasons they are *losing sales*. From our survey of customers to were approached by at least one solar installer, *but ultimately didn't pursue a solar installation*, we have compiled the top five reasons why customers don't go solar.

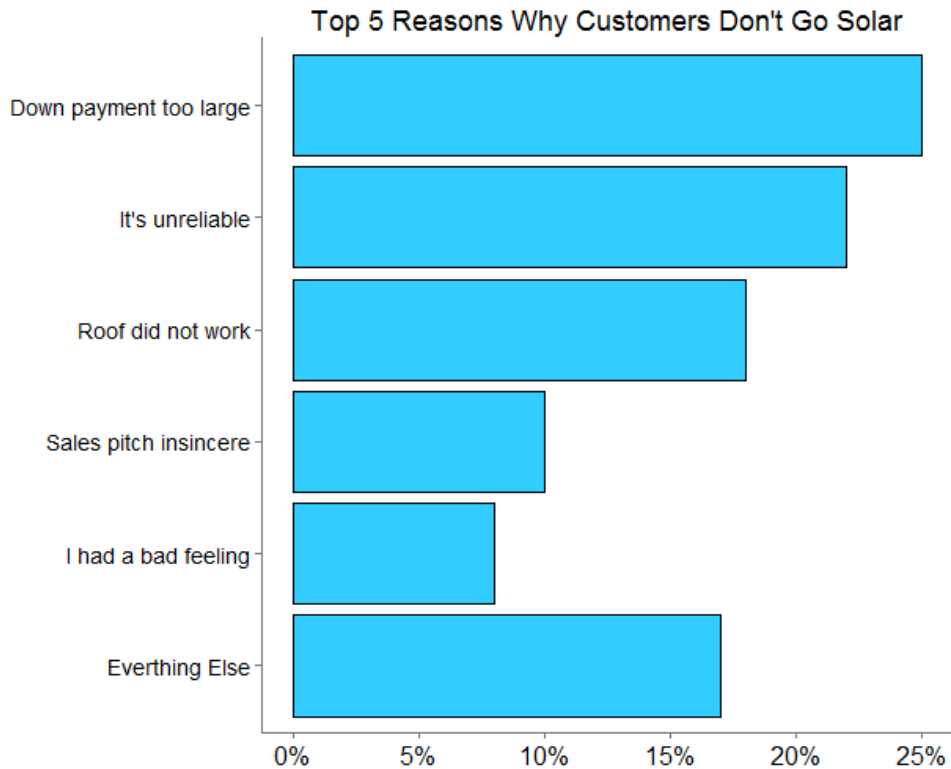
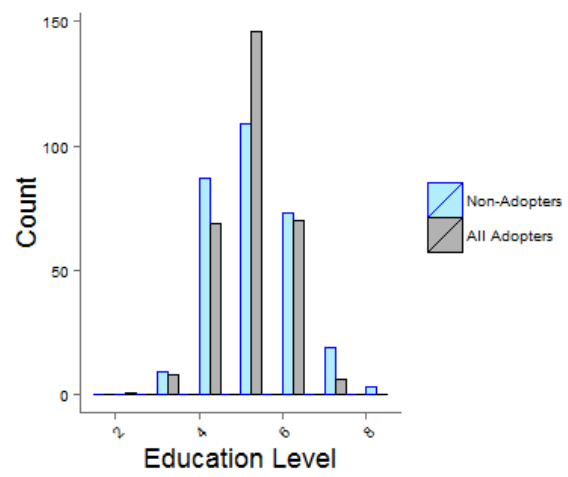
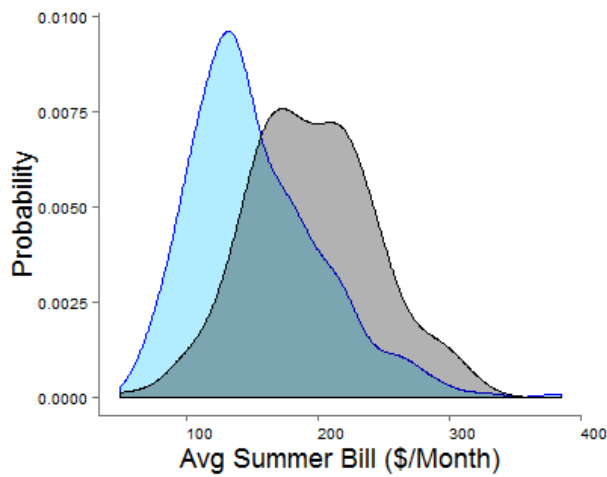
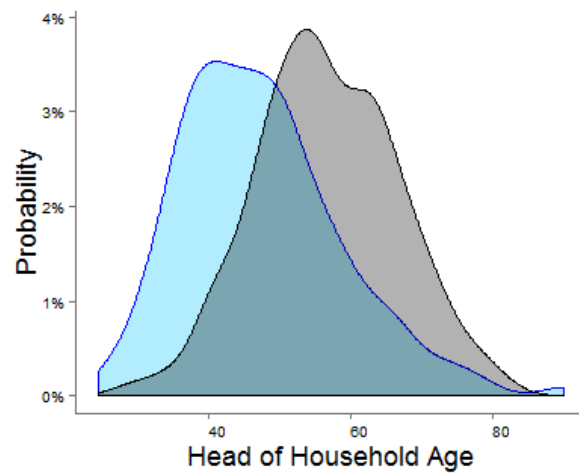
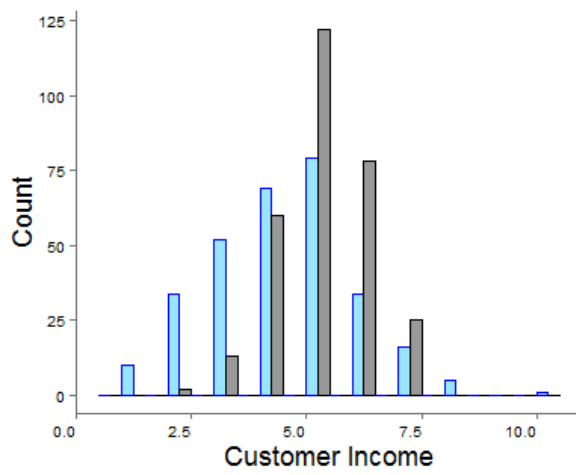


Figure 5. Top five reasons listed by lost leads as to why they did not adopt solar

What are the differences in demographics of customers that adopt solar as compared to those of lost leads?



REGISTER TO PARTICIPATE!

We are actively recruiting interested companies to work with us to learn how to increase leads and close more sales. Your involvement is simple, and the benefits will directly help your business:

Step 1: Do a short phone interview with a researcher to discuss your marketing and sales experience*

Step 2: Help us recruit customers to take our anonymized survey about why they considered or adopted solar*

NREL will do all the analysis. We will provide you with a free customized market report and any win-back or referral opportunities identified in the analysis.

**** All responses are strictly confidential. No company will ever be publically identified without consent ****

To participate or learn more, visit <http://nreldev.nrel.gov/extranet/seeds/> or e-mail Free.Study@NREL.gov